

SOVA chat

Supporting Kids in Estonia
through anonymous Online
Conversations.



Sova chat



Sova-bot

Tere, saame tutvaks! Palun vasta mõnele
küsimusele.

Ok

≡ Background ≡

In Estonia, thousands of kids face challenges such as domestic violence, bullying, depression, and even suicidal thoughts. While several phone hotline services exist to provide support, many young people are reluctant to use them, feeling more comfortable with online chats.

≡ The Solution ≡

SOS Lasteküla identified this gap and introduced SOVA - an anonymous online chat service designed as an alternative support system for kids who find it difficult to talk about their problems over the phone



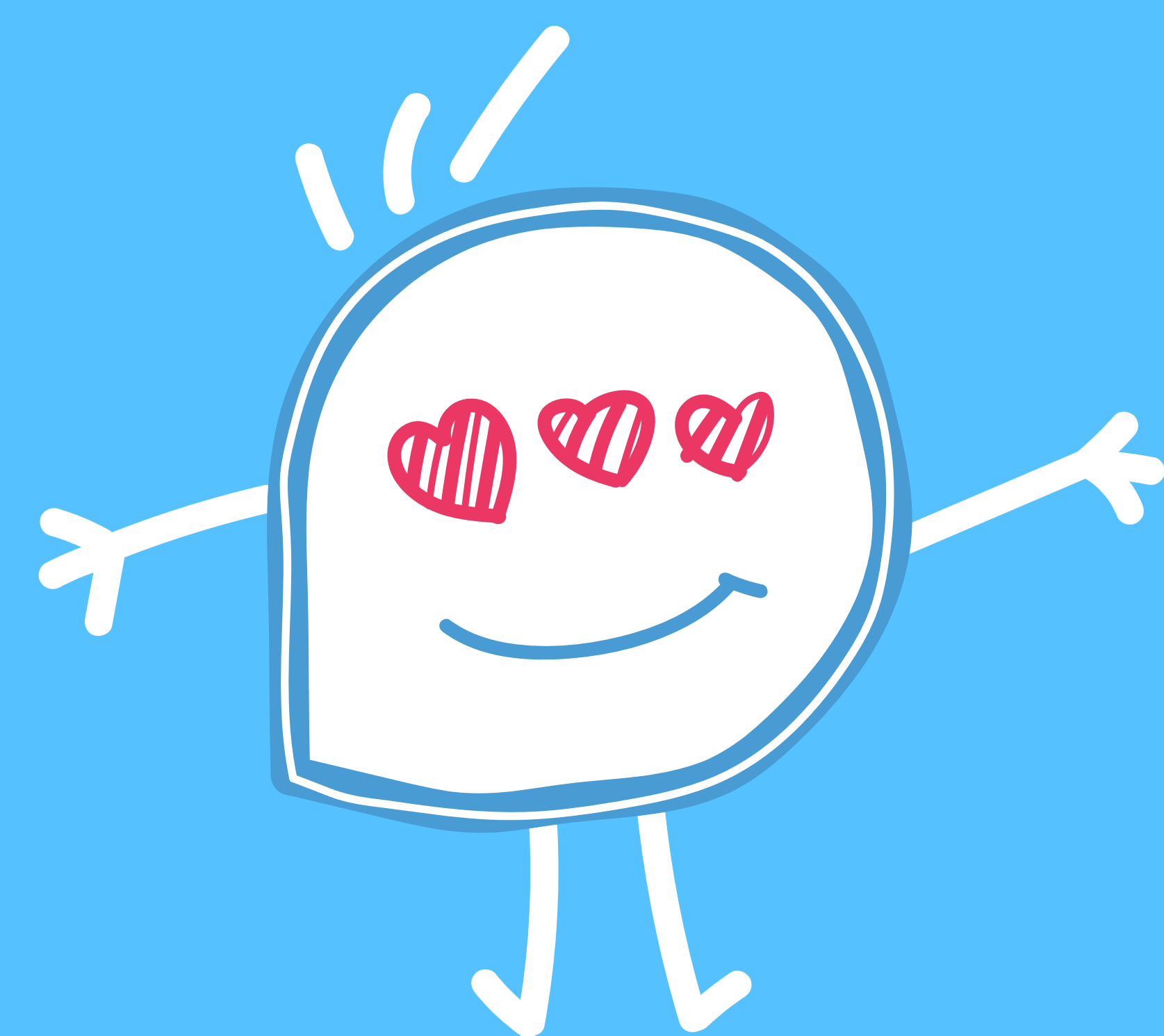
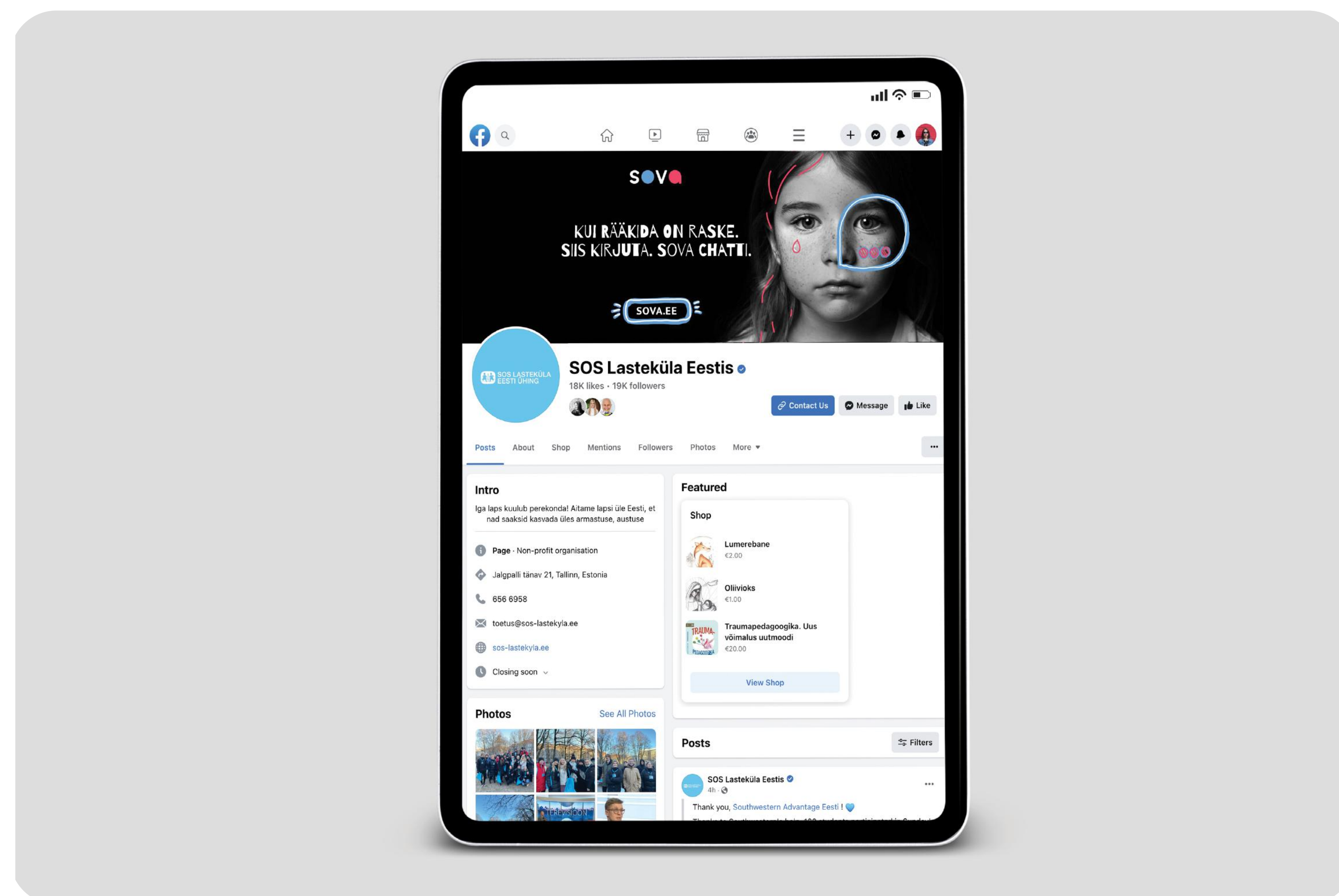
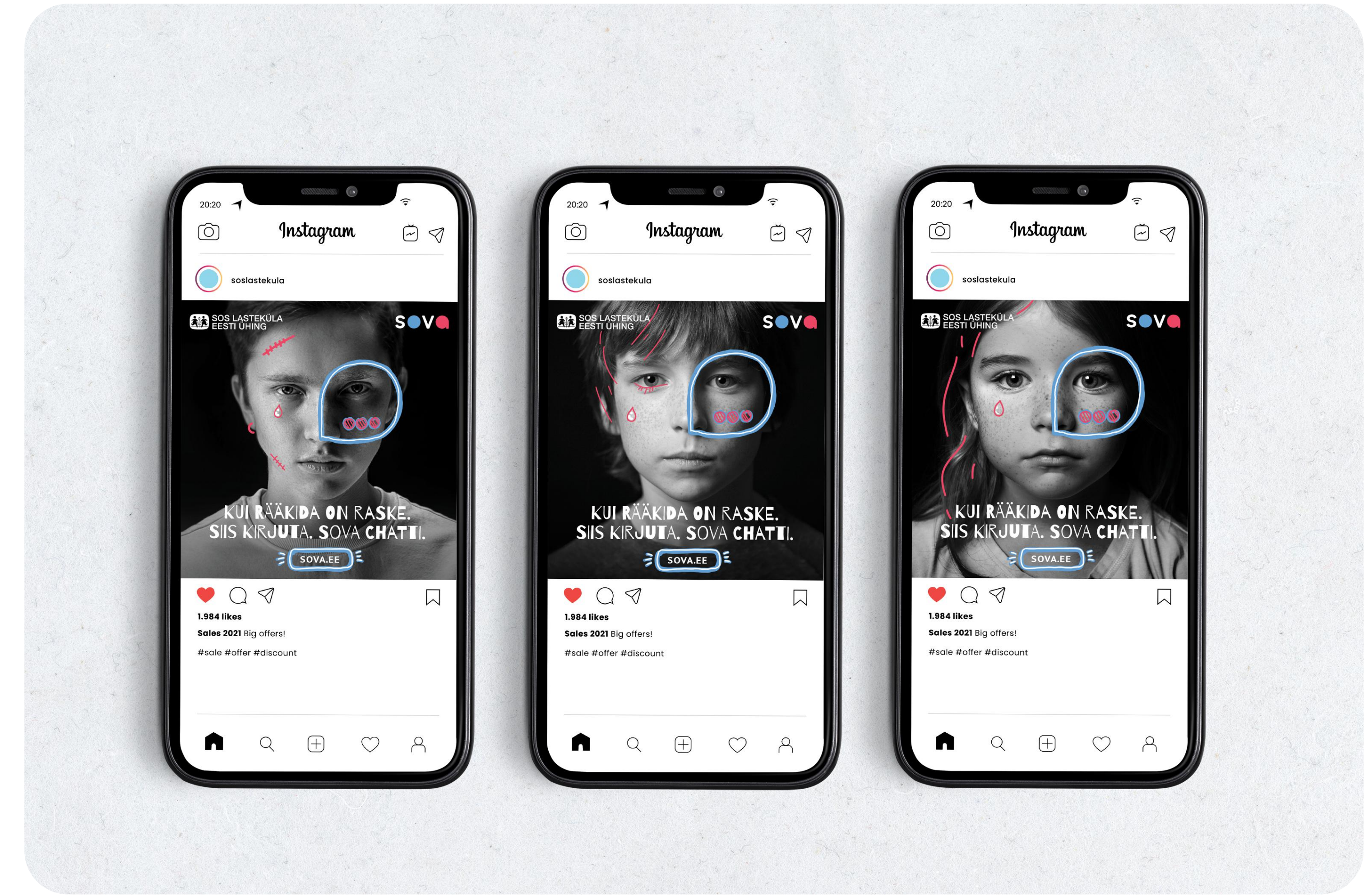
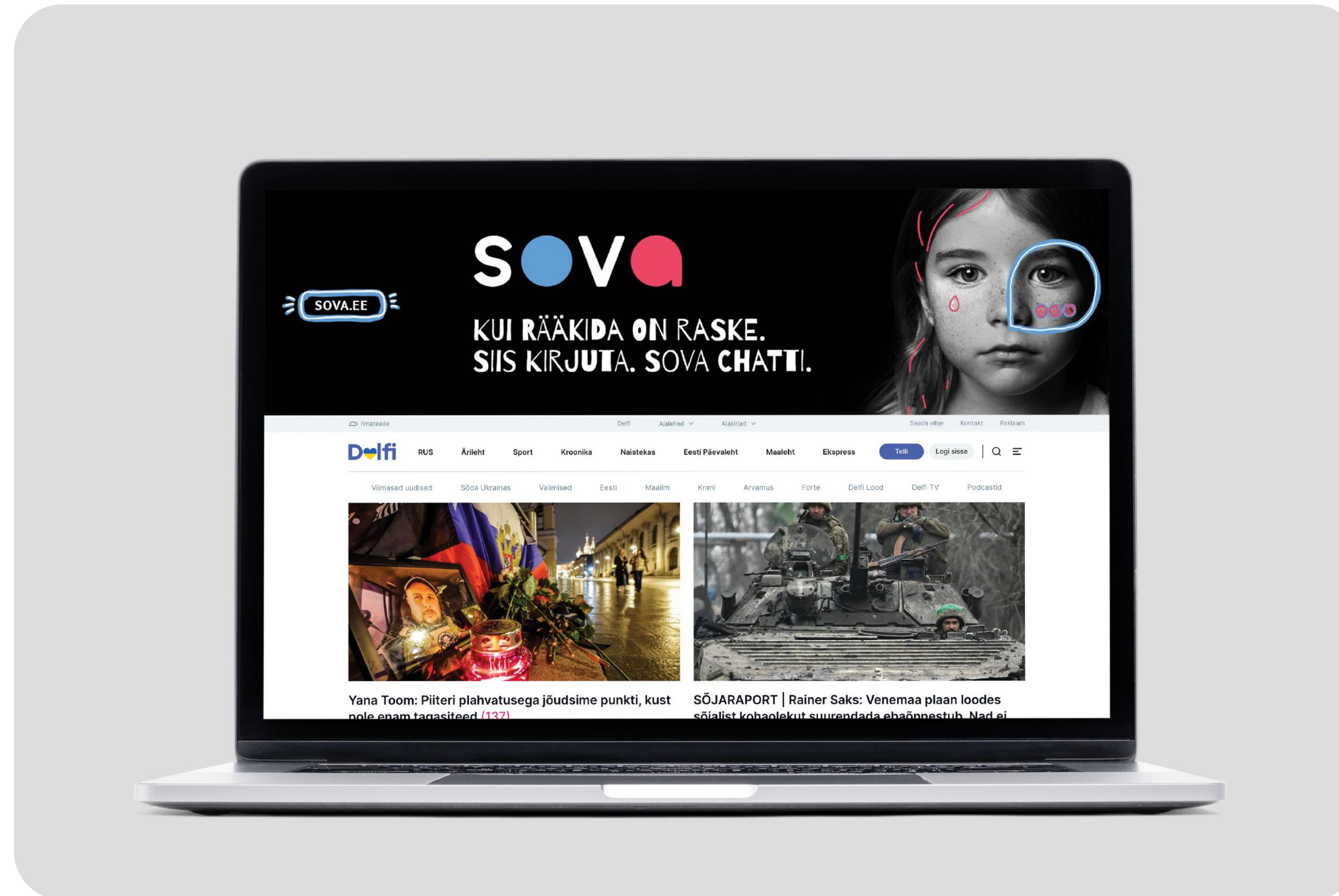
≡ The Challenge ≡

Six months after its launch, SOVA's awareness and chat volume remained low. The organization recognized the need for a communication campaign to raise awareness and increase the number of chats.

≡ The Strategy ≡

The campaign's message emphasized that if children find it challenging to discuss a problem over the phone, they can share it in the SOVA chat. Utilizing a "chat bubble" graphic and a blend of real-life and animated visuals, the campaign maintained a style that was appealing to kids.





A multi-channel approach

A multi-channel approach was adopted, using online ads, TV commercials, posters, social media, point-of-sale (POS) displays, and merchandise to spread the word.

Results

The campaign proved to be a resounding success. As a result of these efforts, SOVA Chat experienced



- 💖 A 10X INCREASE IN CONTACTS
- 💖 A 7X RISE IN CHATS
- 💖 A 3X BOOST IN DONATIONS

Conclusion

The SOVA Chat case study demonstrates the power of innovative communication strategies in addressing complex social issues. By understanding the preferences and needs of their target audience, SOS Lasteküla was able to create a more accessible support system for Estonian kids in need.